

WILSON LEARNING RESEARCH SHOWS IMPACT OF NEGOTIATION SKILLS ON SALES PERFORMANCE

Edina, Minn. — April 15, 2008 — Wilson Learning Corporation, a global provider of Human Performance Improvement solutions, today announced the release of its latest research report, *Enhancing Sales Performance Through Negotiation Skills*. The report, based on a primary research study conducted with 120 salespeople from a large US environmental services company, provides support to the significance of Principled Negotiation in retaining profit for salespeople. In addition, the paper further validates that success in development and behavior change is tied to a Performance Improvement approach, versus training alone.

for immediate release

“Today, it’s a given that salespeople need to embrace negotiation in order to be effective,” says David Yesford, Vice President of Solution Management, Wilson Learning Worldwide. “However, there are few studies that can actually demonstrate the impact of negotiation skills on sales performance and business results. Fifty-three percent of the total revenue value attributed to sales negotiation is extremely compelling!”

press contact

Participants were developed using Wilson Learning’s *Negotiating to Yes: Increasing Profit, Strengthening Relationships* (NTY). Through surveys and interviews, Wilson Learning researchers explored the impact on overall negotiation skills of the organization’s 120 salespeople, along with the impact on work performance and productivity, and the financial impact to the organization.

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“Our findings provided strong evidence for the value of the NTY performance improvement solution in improving the salespeople’s negotiation skills and the company’s overall business results,” says Michael Leimbach, Ph.D., Vice President of Research and Design, Wilson Learning Worldwide. “We believe that companies with a similar need to make salespeople part of their sustainable competitive advantage can greatly benefit from an NTY implementation as part of a broader performance improvement process as well.”

More specifically, the study showed that a sales performance improvement process centered on NTY resulted in better negotiation outcomes, increased sales revenue and profit, improved client relationships for future business opportunities, and better internal staff interactions.

The detailed report, *Enhancing Sales Performance Through Negotiation Skills*, can be downloaded in its entirety at www.wilsonlearning.com through the Research link.

About Wilson Learning – Improving Performance Through People

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 45 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, and technology enabled solutions. More information about Wilson Learning is available online at www.wilsonlearning.com or by calling **800.328.7937**.